ORDER

Orders Order / Rev: 37424 08863444 Alt Order #: BERKLEY/SENATE/D Product Desc:

Estimate:

Flight Dates: 10/30/12 - 11/05/12

Order Type:

Original Date / Rev:

09/26/12 / 10/16/12

Shorr Johnson Magnus

GENERAL

Primary AE: Sales Office:

Sales Region:

KLAS

Mike Jones K-WAS

National

Agency

Name:

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Cash

Broadcast

15%

00:15:00

Advertiser

Name:

Demographic:

Product Codes:

Priority:

Revenue Codes:

Berkley, Shelley - D-USS

A35+

PO1 LV1

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	93	\$73,485.00	\$62,462.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	93	\$73,485.00	\$62,462.25	0.00
Totals	93	\$73,485.00	\$62,462.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$73,485.00
Market	100%	\$244,950.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,237.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,247.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start Er	nd	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	10/30/12 11/	/02/12	8 News Now 4-5a 8 News Now 4-5a		4-5a	-TWTF	:30	8	\$25.00LV3	0.00 NM	8	\$200.00
NEWS										I		
Sta	art Date End	Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10	/29/12 11/0	4/12	-TWTF	8	\$25.00	0.00						
E 2 8	11/05/12 11/	/05/12	8 News Now 4-5a 8 News Now 4-5a		4-5a	M 	:30	2	\$25.00LV3	0.00 NM	2	\$50.00

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KLAS

Order / Rev:

37424

Advertiser:

Berkley, Shelley - D-US\$

Alt Order #:

08863444

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/30/12 - 11/05/12

Live w/Kelly

KELLY

Estimate:

Start/End Time Days Ln Ch Start End Inventory Code Break Len Spots Rate Pri Rtg Type Spots Amount **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 M----0.00 11/11/12 \$25.00 E 3 8 10/30/12 11/02/12 CBS This Morning 7-9a CM 7-9a -TWTF--:30 5 \$165,00 LV3 0.00 NM 5 \$825.00 CBS This Morning THS MRN Rating Start Date End Date Spots/Week Weekdays Rate Week: 10/29/12 11/04/12 -TWTF--5 \$165.00 0.00 \$165.00LV3 8 11/05/12 11/05/12 CBS This Morning 7-9a CM 7-9a M-----:30 2 0.00 NM 2 \$330.00 **CBS This Morning** THS MRN Start Date End Date Weekdays Spots/Week Rate Rating 11/11/12 M----\$165.00 0.00 Week: 11/05/12 -TWTF--:30 \$185.00LV3 0.00 NM \$925.00 8 10/30/12 11/02/12 8 News Now 5a M-F CM 5-6a 8 News Now 5a M-F **NEWS** Rating Spots/Week Start Date End Date <u>Weekdays</u> Rate -TWTF--\$185.00 0.00 11/04/12 Week: 10/29/12 11/05/12 11/05/12 8 News Now 5a M-F CM 5-6a M----:30 \$185.00LV3 0.00 NM 2 \$370.00 8 8 News Now 5a M-F **NEWS** Start Date Weekdays Spots/Week Rate Rating End Date M-----\$185.00 Week: 11/05/12 11/11/12 0.00 \$250.00LV3 0.00 NM 5 \$1,250.00 10/30/12 11/02/12 8 News Now 6a M-F CM 6-7a -TWTF--:30 8 News Now 6a M-F **NEWS** Start Date Weekdays Spots/Week Rate Rating End Date -TWTF--Week: 10/29/12 11/04/12 5 \$250.00 0.00 0.00 NM \$500.00 :30 \$250.00LV3 2 8 News Now 6a M-F CM 6-7a M----E 8 8 11/05/12 11/05/12 8 News Now 6a M-F **NEWS** Weekdays Spots/Week Rate Rating Start Date End Date \$250.00 0.00 Week: 11/05/12 11/11/12 \$275.00LV3 0.00 NM 3 \$825.00 E 9 8 10/30/12 11/02/12 8 News Now Noon M-F CM 12-1230p -TWTF--:30 8 News Now Noon M-F **NEWS** End Date Rating Start Date Weekdays Spots/Week Rate -TWTF--0.00 11/04/12 \$275.00 Week: 10/29/12 :30 \$275.00LV3 0.00 NM \$275.00 8 11/05/12 11/05/12 8 News Now Noon M-F CM 12-1230p M-----8 News Now Noon M-F **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating Week: 11/05/12 \$275.00 0.00 11/11/12 M----:30 \$375.00 LV3 0.00 NM \$1,500.00 10/30/12 11/02/12 Ellen CM 3-4p -TWTF--E 11 8 Ellen **ELLEN** Start Date End Date Weekdays Spots/Week Rate Rating \$375.00 0.00 Week: 10/29/12 11/04/12 M-----\$375.00LV3 0.00 NM \$375.00 8 11/05/12 11/05/12 Ellen CM 3-4p :30 Ellen **ELLEN** Rating Start Date End Date Weekdays 1 4 1 Spots/Week Rate 11/11/12 M----\$375.00 0.00 Week: 11/05/12 0.00 NM 10/30/12 11/02/12 Price Is Right CM 10-11a -TWTF--:30 1 \$1,575.00LV1 1 \$1,575.00 8 Price Is Right PRICE RITE Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/29/12 11/04/12 -TWTF--\$1,575.00 0.00 \$275,00LV3 0.00 NM 3 \$825.00 10/30/12 11/02/12 Live w/Kelly CM 9-10a -TWTF--:30

Print Date: 10/22/12 09:55:53 Page 3 of 5

KLAS

Order / Rev:

37424

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863444

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/30/12 - 11/05/12

Estimate:

Rate Pri Rtg Type Spots In Ch Start End Inventory Code Break Start/End Time Days Len Spots Amount :30 \$275.00 LV3 0.00 NM \$825.00 E 15 8 10/30/12 11/02/12 Live w/Kellv CM 9-10a Live w/Kelly **KELLY** Spots/Week Weekdays Start Date End Date Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$275.00 0.00 \$275.00LV3 E 16 8 11/05/12 11/05/12 Live w/Kelly CM 9-10a M----:30 0.00 NM S275.00 Live w/Kelly KELLY Spots/Week Start Date End Date Weekdays Rate Rating Week: 11/05/12 11/11/12 \$275.00 0.00 \$500.00 11/04/12 11/04/12 8 News Now Sun 5-7p CM 430-530p. 630-7p -----S :30 \$250.00LV2 0.00 NM 2 F 17 8 8 News Now Sun **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating ---**--**S \$250.00 0.00 Week: 10/29/12 11/04/12 ----S-:30 \$185.00LV3 0.00 NM 2 \$370.00 11/03/12 11/03/12 8 News Now Sat 5-7p CM 430-5p 8 News Now Sat **NEWS** Spots/Week Rating Start Date End Date Weekdays Rate 11/04/12 ----5-\$185.00 0.00 Week: 10/29/12 -TWTF--:30 S400.00LV3 0.00 NM 5 \$2,000.00 8 News Now 5-630p M-FCM 5-630p E 19 10/30/12 11/02/12 8 News Now 5-630p M-F **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$400.00 0.00 E 20 11/05/12 11/05/12 8 News Now 5-630p M-FCM 5-630p M----:30 S400.00LV3 0.00 NM 2 \$800.00 8 News Now 5-630p M-F **NEWS** Rating Spots/Week Start Date **End Date** Weekdays Rate \$400.00 0.00 11/11/12 2 Week: 11/05/12 \$350.00LV3 \$1,400.00 -TWTF--:30 0.00 NM 8 News Now 4p M-F 4-5p E 21 8 10/30/12 11/02/12 8 News Now 4p M-F (4:30 PM-5:00 PM) **NEWS** Spots/Week Rate Rating Start Date End Date Weekdays Week: 10/29/12 11/04/12 -TWTF--\$350.00 0.00 \$350.00 LV3 \$350.00 CM 4-5p M-----:30 0.00 NM 8 11/05/12 11/05/12 8 News Now 4p M-F E 22 (4:30 PM-5:00 PM) 8 News Now 4p M-F **NEWS** Spots/Week Rating Rate Start Date End Date Weekdays \$350.00 0.00 Week: 11/05/12 11/11/12 \$165.00LV3 0.00 NM ----S-:30 \$165.00 11/03/12 11/03/12 Sat 7-8p - ET Wknd CM 7-8p E 23 Ent Tonight Weekend **ET WKND** Spots/Week Rate Rating Start Date End Date Weekdays Week: 10/29/12 11/04/12 ----S-\$165.00 0.00 10/30/12 11/02/12 7-8p Rotator CM 7-8p -TWTF--:30 3 \$1.225,00LV1 0.00 NM 3 \$3,675.00 E 24 8 7-8p Rotator ET/INSDR Spots/Week Rating Start Date End Date Weekdays Rate 0.00 -TWTF--\$1,225.00 Week: 10/29/12 11/04/12 M-----1 \$1,225.00LV1 0.00 NM 11/05/12 11/05/12 7-8p :30 \$1,225.00 E 25 7-8p Rotator CM 7-8p Rotator ET/INSDR Start Date End Date Weekdays Spots/Week Rate Rating \$1,225.00 0.00 Week: 11/05/12 11/11/12 2 \$1,400,00LV1 0.00 NM \$2,800.00 630-7p Inside Edition CM 630-7p -TWTF--:30 E 26 10/30/12 11/02/12 Inside Edition INS EDIT Spots/Week Rate Rating End Date Weekdays Start Date -TWTF--\$1,400.00 0.00 Week: 10/29/12 11/04/12 2 1 \$1,400.00LV1 0.00 NM \$1,400.00 11/05/12 11/05/12 CM 630-7p M----:30

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KLAS

Order / Rev:

37424

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863444

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/30/12 - 11/05/12

Estimate:

In Ch	Start	End	Inventory Code	Prople	StartlEnd	Time Dave	lon Cno	ta Bata Dri	Dia Tuna	Cmata	0
Ln Ch	Start	Enu	Inventory Code		Start/End	Time Days	Len Spo	ts Rate Pri	Rig Type	Spois	Amount
			Inside Edition								
INS E		E	104 L.J.	0	Б.,	D. //					
_	Start Date 11/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,400.00	Rating 0.00				1	
E 29 8		2 10/30/12	Tue 10-11p	CM	10-11p	-T	:30	1 \$1,700.00LV2	0.00 NM	1	\$1,700.00
			Vegas		·						
VEG		End Date	Madria	Cnetalliant	Data	Detine				ĺ	
	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$1,700.00	Rating 0.00					
E31 8	11/01/1	12 11/01/12	Thu 9-10p	CM	9-10p	T	:30	1 \$2,100.00LV2	0.00 NM	1	\$2,100.00
0.50			Person Of Interes	st							
	S OF INT Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/29/12	11/04/12	T	1	\$2,100.00	0.00					
E 32 8	11/04/1	12 11/04/12	Sun 7-8p	CM	7-8p	S	:30	1 \$6,000.00LV1	0.00 NM	1	\$6,000.00
2014	u. L		60 Minutes								
60 M	IIN Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
_	10/29/12	11/04/12	S		\$6,000.00	0.00					
E 34 8	11/05/1	12 11/05/12	Mon 9-10p	CM	9-10p	M	:30	1 \$7,700.00LV1	0.00 NM	1	\$7,700.00
2.00	N C / NAIZE 0	SAL LV	2 Broke Girls / M	ike & Molly						1	
	RLS/ MIKE& <u>Start Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating					
-	11/05/12	11/11/12	M	1	\$7,700.00	0.00					
E35 8	11/04/1	12 11/04/12	Sun 10-11p	CM	10-11p	S	:30	1 \$1,900.00LV3	0.00 NM	1	\$1,900.00
NATAL	TALICT		The Mentalist							1	
	TALIST Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
-	10/29/12	11/04/12	5	1	\$1,900.00	0.00					
E37 8	11/02/	12 11/02/12	Fri 9-10p	CM	9-10p	F	:30	1 \$1,200.00 LV3	0.00 NM	1	\$1,200.00
MC I	N JRSY		Made In Jersey								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				1	
Week:	10/29/12	11/04/12	F		\$1,200.00	0.00					
	Ch Date Ra		escription		t/End Time	_	<u>Veekdays</u> F		Rtg Type		
1	70/29/1 See MG 37	2-11/04/12 F ' ว	л 9-тор	9-10	ıh			,30(01,200.00)	0.00 14141		
			To "CSI NY" - bco]								
2		2-11/02/12 F	ri 9-10p	9-10)p	-	F	:30 \$1,200.00	0.00 NM		
	MG for 37.1										
E 38 8	11/04/	12 11/04/12	Sun 9-10p The Good Wife	CM	9-10p	S	:30	1 \$1,400.00LV3	0.00 NM	1	\$1,400.00
GD \	NIFE		The Good Wile								
	Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
	10/29/12	11/04/12	S		\$1,400.00	0.00		4 00 500 001344	0.00 NA		00 500 00
E 40 8	11/05/	12 11/05/12	Mon 8-9p How Met Mother	CM / Partners	8-9p (8:00 PM-9:0	M nn PM)	:30	1 \$6,500.00LV1	U.UU NM	1	\$6,500.00
MTH	R/PRTNR		Tiow Met Mother	T artifers	(0.001141-0.1	50 T 141)					
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
-	11/05/12	11/11/12	M	-	\$6,500.00	0.00	:30	1 \$12,000.00 LV1	0.00 NM	,	\$12,000.00
E 44 8	10/31/	12 10/31/12	Wed 9-10p Criminal Minds	CM	9-10p	W	.30	1312,000.001	0.00 [110]	1 '	312,000.00
CRIM	MINDS									ł	
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating				1	
Week: E 46 8	10/29/12	11/04/12 12 11/01/12	W	1 CM	\$12,000.00 8-9p	0.00	:30	1 \$2,700.00LV2	0.00 8184	1	\$2,700.00
⊏40 ŏ	11/01/	12 1/01/12	Big Bang / 2 1/2		0-0p	1,-3=	.50	, 02,700.00202	0.00 140	'	Q2,100.00
	3NG/2.5 ME										
	Start Date	End Date	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$2,700.00	Rating 0.00					
vveek:	10/29/12	11/04/12	,		32,100.00	0.00				,	

Print Date: 10/22/12 09:55:53 Page 5 of 5

KLAS

Order / Rev:

37424

Advertiser:

Berkley, Shelley - D-USS

Alt Order #: Flight Dates:

08863444

10/30/12 - 11/05/12

Product Desc: BERKLEY/SENATE/D

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E49 8	11/05/1	2 11/05/12		CM	1135p-1237a	a M~=	:30	2	5200.00LV3	0.00 NM	2	5400.00
LTTR	ΜΔΝ		Letterman									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	1/05/12	11/11/12	M	2		0.00						
E 50 8	10/30/1	2 11/02/12		СМ	1237a-137a	-TWTF	:30	4	5110.00LV3	0.00 NM	4	\$440.00
ren c	DOM:		Craig Ferguson		(12:37 XM-1:	37 XM)						
FERG	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	10/29/12	11/04/12	-TWTF	4		0.00						
E 51 8			Craig Ferguson	CM	1237a-137a	M	:30	1	5110.00LV3	0.00 NM	1	\$110.00
			Craig Ferguson		(12:37 XM-1:	37 XM)						
FERG				0 4 444 -1-	D-1-	Detien						
_	Start Date 11/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$110.00	Rating 0.00						
E 52 8			8 News Now 11p	Sa/SuCM	11-1135P	55	:30	2	\$300,00LV3	0.00 NM	2	5600.00
L 32 0	11/00/1	2 11/0-//12	8 News Now Sa/		11 71001	55		•	Q 00 Q .00210	0.00 /	_	
NEW:	S			,								
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	0/29/12	11/04/12	\$\$	2		0.00	.00		5500 001 1/0	0.00.114	•	64.000.00
E 53 8	10/30/1	2 11/02/12	8 News Now 11p 8 News Now 11p		11-1135p	-TWTF	:30	2	5500.00LV3	0.00 NM	2	\$1,000.00
NEW	'S		0 146W3 140W 11P	1 141-1								
<u>9</u>	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1	0/29/12	11/04/12	-TWTF	2	\$500.00	0.00						
E 54 8	11/05/1	2 11/05/12	8 News Now 11p		11-1135p	M	:30	1	\$500.00LV3	0.00 NM	1	5500.00
NEW	c		8 News Now 11p	M-F								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	1/05/12	11/11/12	M	1	\$500.00	0.00						
E 56 8	11/04/1	2 11/04/12	CBS News Sunda	ay Morr@M	CBS Sunday	/ MorniS	:30	1	\$1,225.00LV1	0.00 NM	1	\$1,225.00
			CBS News Sund	ay Morning								
SUN		E-4 D-4-	Modeledava	Conta AMaala	Data	Dating						
_	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$1,225,00	Rating 0.00						
E 57 8			8 News Now Sun			Sun AS	:30	1	\$1,225.00LV1	0.00 NM	1	\$1,225,00
_0, 0	1119471	_ ,+,2	8 News Now Sur					-			-	, ——
NEW	'S											
_	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1	10/29/12	11/04/12	S	1	\$1,225.00	0.00						
										Totals	93	\$73,485.00